Note for Lauinger, Thomas

From: Bulanda, Connie (LBC)

Date: Tue, Feb 4, 1997 11:19 AM

Subject: Music Direct Prelim. Costs

To: Lauinger, Thomas

Cc: Rush, Sonya; Chiarucci, Beth (LBC); Jarvis, Matt (LBC)

Tom,

FYI, the preliminary costs for Music direct are as follows:

	Cost	Qty	CPP
Herd	$256,000	103,000	$2.49 (actual)
Local	$429,350	191,000	$2.25 (actual)
Club	$663,000	555,000	$1.19 (prelim.)
Offensive	$663,000	348,000	$1.90 (prelim.)
Club/Offen	$1,326,000	903,000	$1.47
Total	$2,011,350	1,198,000	$1.68

I hope this helps in planning for fall. Call with any questions or comments. Thanks. CB

Source: https://www.industrydocuments.ucsf.edu/docs/zkym0004